ROBERT H. SMITH
SCHOOL OF BUSINESS

MASTER OF
MARKETING ANALYTICS

Explore how businesses use massive amounts of data to set competitive pricing, position their brands and engage the right audiences. Learn the best ways to collect, analyze and interpret millions of consumer data points to help businesses identify trends and launch cost-effective marketing campaigns that work.

KEY CONCEPTS

- Advanced marketing analytics
- Artificial intelligence
- Consumer analysis
- CRM & privacy analytics
- Machine learning
- Market-based management
- Market forecasting
- Microtargeting
- Pricing and retail analytics
- Text mining

CAREER-TAILORED EXPERIENCES

Participate in Data Competitions
Participate in data competitions and network with top employers who hire our students.

Action Learning Project Course
Analyze marketing data, report findings and provide useful business recommendations for a real company or organization.

INDUSTRY-SPECIFIC TOOLS

- Python
- R
- SAS
- SQL
- Tableau

PROGRAM DETAILS

STEM ELIGIBLE PROGRAM

2 OR 3 SEMESTERS

30 CREDITS

WHO SHOULD APPLY

Recent college graduates from any academic background who want to use their quantitative skills to help businesses improve their strategic marketing campaigns.

$66k

Average starting salary of our MSMA graduates*
(2021)

67%

Percentage of our MSMA students who secure employment within six months of graduating
(2021)

22%

Much faster-than-average job growth for market research analysts
(Bureau of Labor Statistics, 2020-2030)

POTENTIAL JOB TITLES

- Data scientist
- Marketing, business or data analyst
- Consumer insights or strategy consultant
- Digital campaign analyst
- Social media analyst
- Web analytics manager

EXPERT, WORLD CLASS FACULTY

Judy Frels

- Recipient of Krowe Award for Teaching Excellence and the Top 15% Teaching Award.
- Expert in marketing strategy, marketing management, and ethical leadership.

Michel Wedel

- Consulted for more than 40 top companies globally.
- Recipient of eight lifetime achievement awards.
- Expert in marketing analytics, eye-tracking and visual marketing.

GRADUATES' JOB PLACEMENTS

facebook

EY

MERKLE

amazon.com

Marriott INTERNATIONAL

NBA

> " *I was a communications undergrad on the PR track, and my dream job is to work at a PR agency. Agencies need people who are creative enough to think of campaigns that spark interest, but also those who can measure the success of a campaign using data. Instead of hiring two people, they can hire me.* "
>
> — Melis Tuman, MS Marketing Analytics '22

*Data for 2021 graduates who reported their salaries to Maryland Smith's Office of Career Services. Please note these figures do not reach the 75 percent MBACSEA reporting threshold.

LEARN MORE

CALL: 301.405.2559 | **EMAIL:** SMITHMASTERS@UMD.EDU | **VISIT:** GO.UMD.EDU/MSMA

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